Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. **(Currently amended)** A method of advertising comprising:

broadcasting an advertisement via a short range link from an advertiser telecommunications device;

receiving the broadcast advertisement on a consumer telecommunications device;

replying to the advertisement by sending a reply message including message data from the consumer device to [[a]]an advertisement broker device;

changing the message data of the reply message at the broker device to derive a changed reply message; and

communicating the changed reply message from the broker device to the advertiser device.

2. **(Original)** A method according to claim 1 in which the advertisement is broadcast to a man portable consumer device.

3. **(Original)** A method according to claim 2 in which the consumer telecommunications device is a hand-holdable portable and pocketable device.

4. **(Original):** A method according to claim 1 in which the advertisement is broadcast from a man portable advertiser device.

5. **(Original)** A method according to claim 4 in which the advertiser device is a hand-holdable portable device.

6. **(Canceled).**

7. **(Original)** A method according to claim 1 in which the advertiser device does not include its own telecommunications address in its broadcast advertisement.

8. **(Previously presented)** A method according to claim 7 further including the step of including the telecommunications address of the broker device in the advertisement broadcast by the advertiser device.

9. **(Previously presented)** A method according to claim 1 further including the steps of including one or more advertisement classification codes in the advertisement broadcast by the advertiser device, and comparing the one or more advertising classification codes with allowable advertisement codes in an advertisement screening operation by the consumer device.

10. **(Previously presented)** A method according to claim 9 in which the consumer device stores or brings to the attention of a user only those advertisements which are passed by the screening operation that the consumer device performs on the broadcast advertisements that it receives.

11. (Previously presented) A method according to claim 1 in which the consumer device replies to an advertisement via long range telecommunications to the advertiser device.

12. (Previously presented) A method according to claim 1 wherein a first part of the advertisement from the advertiser device to the consumer device is being sent via the short range telecommunications, and a second, longer or larger part of the advertisement from the advertiser device is being sent to the consumer device via short range telecommunications, the second part of the advertisement being transmitted from the advertiser device to the consumer device after the consumer device has screened the first part of the advertisement and communicated with the advertisement broker device.

13. (Canceled)

14. (Previously presented) A method according to claim 1 comprising using a mobile telephone, personal digital assistant, or other small portable electronic devices for both the advertiser device and the consumer device, the advertiser and consumer devices both having both piconet short range and long range telecommunication capabilities.

15-19. (Canceled).

20. (Previously presented) A server adapted to act as an advertisement broker device, the server including an arrangement adapted to receive one of (i) an advertisement message or (ii) a reply message to an advertisement and to forward the received message to a remote telecommunications device; the arrangement being adapted to modify the received message so as to ensure, at least initially, that no telecommunications address of an advertiser or replier to an advertisement is passed with the message that is transmitted by the server.

21. (Previously presented) A server according to claim 20 wherein the arrangement is adapted to store the direct telecommunications address of the provider of the message and to recall that address and forward it to a remote telecommunications device if a release signal has been received by the server.

22. (Currently amended) A network comprising an advertiser device comprising a first telecommunications device having both a short range transmitter and receiver unit, and a long range telecommunications transmitter and receiver, a memory, and a control processor, the memory including an advertisement;

a consumer device comprising a second telecommunications device, having both a short range, piconet, transmitter and receiver unit, and a long range telecommunications transmitter and receiver unit, a memory and a control processor, the memory or the processor of the consumer device having an advertisement receiver which, in use, is capable of receiving and storing an advertisement;

and an advertisement broker device contactable via wireless telecommunications with both the advertiser and consumer devices, the broker device being adapted to selectively [[(a)]] pass (a) advertiser details to the consumer device, and consumer details to the advertiser device, or both, in response to triggering and (b) block passage of at least one of (i) advertiser details to the consumer device and (ii) consumer details to the advertiser device.

23-24. (Canceled).

25. (Original) A network according to claim 22 in which the broker device is connectable with the advertiser device and the consumer device via long range wireless telecommunications.

26. (Previously presented) The network of claim 22 wherein each the telecommunications devices includes a hybrid mobile telephone.

27. (Previously presented) A method according to claim 1, wherein the change to the reply message includes augmenting the reply message.

28. (Previously presented) A method according to claim 1, wherein the change to the reply message includes modifying original text or the reply message.

29. **(Previously presented)** A network according to claim 28, wherein the original text is modified by removing an identifier of the consumer.

30. **(Previously presented)** A method according to claim 1, wherein the broker device is interposed in a telecommunications link between the advertiser device and the consumer device.

31. **(Previously presented)** A method according to claim 1, wherein the reply message communicated from the broker device to the advertiser device is changed by the broker device changing the message data sent by the consumer device by augmenting the message data in the reply message sent by the consumer device to the broker device.

32. **(Previously presented)** The server of claim 20, wherein in at least one of the advertisement message or the reply message includes a telecommunications address and the server is adapted to remove the telecommunication address from at least one of the advertisement data and the reply message to ensure that no telecommunication address of the advertiser or replier is passed with the message transmitted by the server.

33. **(Previously presented)** The method of claim 1, further including transmitting additional advertisement information from the advertiser device to the

consumer device in response to a request for additional information by the consumer device to the advertisement.

34. (Previously presented) The network of claim 22, wherein the advertisement broker device includes a server adapted to receive one of (i) an advertisement message or (ii) a reply message to an advertisement and to forward the received message to a remote telecommunications device; the server being adapted to modify the received message so as to ensure, at least initially, that no telecommunications address of an advertiser or replier to an advertisement is passed with the message that is transmitted by the server.

35. (Currently amended) A method according to claim 1 wherein the broker device ~~blocks~~ changes the message data by blocking passage of at least one of (i) advertiser details to the consumer device and (ii) consumer details to the advertiser device.

36. (Currently amended) A method according to claim 35 wherein the broker device ~~blocks~~ changes the message data by blocking passage of the address of the advertiser device to the consumer device.

37. (Currently amended) The network of claim 22 wherein the broker device is arranged, during passing of details of the advertiser to the consumer device, to block passage of the address of the advertiser devices to the consumer device.

38. **(Previously presented)** The network of claim 22 wherein the short range units of the first and second devices are arranged for sending a first part of the advertisement from the advertiser device to the consumer device via the short range telecommunications, and a second, longer or larger part of the advertisement from the advertiser device to the consumer device via short range telecommunications, the second part of the advertisement being transmitted from the advertiser device to the consumer device after the consumer device has screened the first part of the advertisement and communicated with the advertisement broker device.

39. **(Previously presented)** A method according to claim 1, wherein the reply message communicated from the broker device to the advertiser device is changed by the broker device changing the message data sent by the consumer device by deleting some of the message data in the reply message sent by the consumer device to the broker device.

40. **(Previously presented)** A network comprising an advertiser device comprising a first telecommunications device having both a short range transmitter and receiver unit, and a long range telecommunications transmitter and receiver, a memory, and a control processor, the memory including an advertisement;

a consumer device comprising a second telecommunications device, having both a short range, piconet, transmitter and receiver unit, and a long range telecommunications transmitter and receiver unit, a memory and a control processor, the memory or the

processor of the consumer device having an advertisement receiver which, in use, is capable of receiving and storing an advertisement; and

an advertisement broker device contactable via wireless telecommunications with both the advertiser and consumer devices, the broker device being adapted to selectively (a) pass consumer details to the advertiser device in response to triggering and (b) block passage of at least one of (i) advertiser details to the consumer device and (ii) consumer details to the advertiser device.

41. (Previously presented) The network of claim 40 wherein the broker device is also adapted to selectively pass advertiser details to the consumer device.